

# Hancock County Tourism Executive Director's Report September 11, 2018

## Actionable Items:

1. Katie Stam-Irk Video
2. Important Updates on Riley Showcase
3. Discover Book Pages
4. CrossPointe Studio Email regarding redesign of minutes section on website
5. Update on Michael Thompson Request
6. Adobe Purchase
7. Additional Funds in Executive Director's Account

## Report of Past Month's Activity:

### *Advertising*

-Katie Stam-Irk video shoot was originally scheduled for 08/16/2018, but was rained out and was rescheduled for 08/22/2018.

-Spent all day at Tuttle's and Lark Ranch for the video shoot.

Communication between Tuttle's Orchard (Ruth Ann Roney), and Lark Ranch (Matt Lark) and Williams Randall Marketing (Lauren Fiedler) regarding Katie Stam Irk's visit via phone call and email.

-Reviewed completed Katie Stam video and gave approval. Video is now live, and will be promoted by Indiana Dept of Tourism by mid September.

-Communicated several times with Brian Wrasman of Crosspointe Studios regarding changes requested to be made to website, and issues with website. Had to purchase a Calendar Importer for the Deck app to work with the calendar on the site.

-Communicated with Patrick Stewart of the Deck app in updating and working out kinks with the Deck app communicating with the website. Also sent several event vendors and sponsors to Patrick to start getting their info on the site. He is working on a link so that people will be able to directly apply to be a member of Deck.

-Communicated with Katie Cavaleri in regards to IDOT advertising, Katie Stam, and upcoming deadlines for Indiana Department of Tourism ad deadlines and Indiana Festival Guide deadlines.

-Completed the Thrills and Chills Ad copy for the IDOT website, and provided six photos to Katie Cavaleri for this ad.

-Created new copy for all of the Discover Book pages, researched addresses, dates of Festivals, and other vendor information for this copy. Provided all of the graphics including most of the photos. This was for 10 pages in the Discover Book.

-Reviewed all of the content for the Discover Book pages after the pages were designed and approved of them.

-Approved the ad for the new Look Local Map from the Daily Reporter.

-Updated the Tourism Facebook page with events.

-Updated the Tourism Website with HCTC meetings, and approved other events to website and Facebook.

-Communicated with several different people within the Ag Association about trying to get them to use Deck and also encouraging them to get an ad in the Festival guide.

- Photographed: Shirley Founder's Day, Katie Stam-Irk Visit, and the 4 Post 400 Bed Race.
- Edited a few photos.

### ***Events***

- Communication several times with Michael Kester of HCHS regarding Sammy Terry.
- Communication with Gary West regarding Riley Showcase.
- Communicated with Riley Old Home Society people (Dave Crider, Julia Glass) and Riley Home staff (Stacey Poe) in regards to the showing of the Riley documentary at the Riley Showcase.
- Communicated with Jerry Bell of Brandywine Wind regarding the Riley Showcase.
- Communicated with Debbie Wilkerson of Wilkerson Dance Studio regarding the Riley Showcase.
- Communicated several times with Penny Lane at WSVX regarding Riley Showcase Radio Spots and Web advertisement.
- Sent Penny Lane photos and copy for web ad for Riley Showcase.
- Approved Riley Showcase spots and web ads.

### ***Community Collaboration and Communication***

- Attended the Hancock County Planning Commission Meeting 08/28/2018, and spoke in favor of the all county Bike Trail plan.
- Attended Shirley Founder's Day
- Attended the First 4 Post 400 Bed Race.

### ***Hancock County Tourism Commission***

- Communication via text, email and phone calls regarding board business.
- Scanned all of the documents for the HCTC board meeting.
- Loaded all of the documents for the HCTC board meeting to the website.
- Collaborated with board president to create agenda, printed agenda and loaded to the website.
- Made eight copies of all documents for all of the board members, and assembled packets for the board meeting.
- Notified all board members of meetings and document availability.
- Created Director's expense report, made copies of all receipts and invoices and loaded information to the website.
- Created the Director's report of past month's activity and loaded this information to the website.
- Attended the August 14, 2018 HCTC board meeting
- Communication with Kevin Harvey regarding Michael Thompson Request.
- Communicated with Brett Johnson several times in regards to his questions about the Tourism accounts and records.
- Located several of the records for the SBOA audit.
- Scanned several pages of documents for the SBOA audit.
- Emailed a copious amount of records to Brett Johnson for the SBOA request.
- Worked with George and Kelly in getting bank records to Brett Johnson for SBOA request.
- Communicated with Brett Johnson of SBOA, Carrie Lambert of the ITA, and Kevin Harvey attorney regarding an issue that George Langston brought up about Innskeeper's tax going to pay for salaries and operating expenses.
- Record keeping.

- Discussed budget issues several times with George Langston.
- Provided documents and assistance to Kelly McClarnon in regards to bills that needed to be paid.
- Discussed reconciliation of records with George Langston.
- Signed for money in Treasurer's office.
- Discussed issues with Neopost with George Langston.
- Printed out all envelopes for bills.
- Mailed all checks and made copies of all checks to go with grant paperwork.
- Communication with Kelly McClarnon and George Langston about bank accounts.
- Communication between Kelly McClarnon regarding SBOA needing further information.
- Deposited treasurer's check.
- Communicated with Sarah Wolfe regarding Lease Agreement and rental check.
- Communication with board in regards to receipts and invoices in the rent payments.
- Forwarded information to the HCTC regarding Key Travel indicators.
- Met with Shirley Matlock to discuss evaluation forms and volunteer guidelines.
- Communicated with Amanda Everidge in regards to the Boy Scout grant.
- Received communication for AIM (Accelerate Indiana Municipalities) that the Thompson records request was too broad. Forwarded this information onto Kevin Harvey. Kevin called me with some updated information on this request.
- Started pulling emails from 2012 for the Thompson request.

### ***Grants***

- Communicated with Lacey Willard in regards to her FAI final report.
- Responded to inquiry from Retta Livengood about grants for this year.
- Communicated with John LaBore in regards to the Boy Scout grant.
- Received correspondence and thank yous from Octagon House and Nameless Creek Youth Camp regarding grant funding.

### ***Visitor Center***

- Communicated with Neopost people regarding delivery of mail machine. Discussed this issue with George Langston several times.
- Trained on the Neopost mail machine.
- Discussed the installation of blinds in the Visitor Center with Sarah Kesterson
- Assisted visitors who came into the office ó answered questions and provided literature.
- Leak in the east window in my office from rain ó communicated this problem to Dave Scott.
- Picked up trash outside and took trash out of the office.
- Basic office work filing and organizing.
- Vacuumed and clean office.

August 14, 2018 ó September 10, 2018